

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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The Overdue Rainy Season is ripe in the Valley of the Moon

Maybe by the time you read this the rains will have come and possibly some real duzzies. Long overdue they are, and our total rainfall this season to date is only a fraction of the norm. But if enough comes down we'll be all right. Reservoirs are reported in fair shape in this part of the state. But we're going to hate to see all that flood water rushing down to the bay between now and late spring.

It is hard to believe that America was founded to avoid taxation.

VALLEY WATCH REPAIR, Boyce Springs. Let's fix that watch!

We kinda like Spike Jones. Don't you? He's at the auto show in San Francisco right now. But that auto show publicity! It's silly, inane, childish, especially over radio. They laugh and laugh, horrendously. And with many listeners, if they had planned on attending the show changed their minds.

ORDERS TAKEN for Individual Pecan Pies—for parties or meetings. Call WE 8-5893. Delectable! Unique. Prompt delivery.

Been considering a slight change in policy, and would appreciate your opinion. No local newspapers use any—or hardly any—what we've been used to calling "personals." How would it be if we'd use more of this type of material, and cut down just a little on the editor's views and comments on everything under the sun?

Why not call us up, stop us on the street, or write us a letter, and tell us exactly what you think about it. Our phone number is Webster 8-4500.

THE FOOD MART, Fettes Springs. New ownership. Splendid stocks, fast service. Closed Saturdays, open Sundays.

There's an old-time editor's prayer making the rounds again—it goes like this: "O Lord, let my words be gentle and sweet, for tomorrow I may have to eat them."

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

For a Christmas present we got the missus a pound of real butter. (Naw, that wasn't her only gift!) But we'll confess that for several years now we've been eating margarine, and we wanted to find out if real butter was as good as we remembered it. 'Twas pretty good, that's a fact. But whether it's enough better than margarine to justify a price just about double we haven't yet decided. For sure. Will lay off for a while, then try it again, and maybe come to a final decision.

SONOMA FURNITURE MART, Sal Argento. New location—113 West Napa St. Larger and more varied stocks. Mighty low prices.

George Trueman, the watch repair man, likes canaries a lot. He's just recently acquired a brand new one—and it isn't yellow; it's red. Or maybe it should be called a deep, deep orange. And it's always singing to beat the band. A local preacher has been doing all sorts of breeding experiments in an attempt to produce an honest-to-goodness red canary—and it looks like he's well on the way.

TOWN HOUSE SUPPER CLUB, Glen Ellen. The Amantes welcome you. Wonderful cusine, exotic atmosphere. Music weekends.

Bud and Ann Possnecke have sold their Hooker Oaks trailer park and store and have asked us to say "thank you" to their so many friends who have been their patrons for the last three years. The Possneckes made a host of friends during their stay here and they'll be greatly missed. They're buying a trailer, and will take a "busman's holiday"—traveling all over and inspecting trailer parks purely as a business (they can't get away from).

SONOMA MISSION INN, Boyes. A nationally known hotel, noted for quietly luxurious accommodations, splendid meals, fine bar.

Swiped! "It's kinda nice these days to turn to the etiquette column inside and find out there still are people whose chief worry is using the wrong fork."

SONOMA GROVE, Hiway 12 south of Boyes. Italian dishes our speciality—but also steaks, poultry, roasts, seafood—everything!

The best thing President Ike could do for his country as of right now would be to accept Dulles' resignation. The old boy has withered on the vine, so to speak, and shouldn't be running the affairs of state any longer. Let's get a younger, more vigorous, and up-to-date man in that important office.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries any time; varied stock. WE 8-5811.

And while he's at it, Ike and major party leaders should take a long look at government expenses. They're asking for more money for 'most everything, when they should be looking for ways to cut down expenses, and maybe start cutting down the national debt. The excuse of "parlous times" doesn't sit too well with millions of voters—many or most of them Ike's supporters.

A wonderful step in the right direction would be to adopt the Hoover recommendations, which it is estimated would save the government something like \$5 billion a year. That would take care of a lot of our expenses, and end unnecessary and duplicated services.

JIM'S MEATS, at Boyes Springs Food Center. Only the very best in stock. Cut to your order. Delicatessen department. Drop in.

And now there's been evolved a Sonoma Valley taxpayers' association, whose object it will be to scan county expenses and try to get a little economy in county government. And if there can't be a reduction in taxes, maybe we could get a little service for the taxes we do pay. It's a worthwhile objective—and more power to the instigators.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-time taverns in this historic spot where Jack London used to roam.

'Nother look alike: Art Stewart looks enough like Bennett Cerf, the prominent "What's My Line" panelist, writer and publisher, to be his brother—yes, a twin brother.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Quite a few persons have expressed interest in our attempts to win a flock of money in a puzzle contest. It's over now, and we sent in our tie-breaking solution the other day. Now comes the waiting period, but honestly, we don't expect much of anything. Wouldn't bet a nickel on it. The tie-breaker wasn't the geography type which prevailed earlier in the contest—merely a matter of gigantic guessing. S-o-o-o, maybe we just won't be driving by in a new Cadillac. Right now we'd settle for a Volkswagen—or maybe even a kiddie kar.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEBster 8-2686.

Elvis Pelvis does not "send" him, says a Texas editor, but he says his emotions are equally dormant during the singing of opera stars. He puts it this way: "I don't quarrel with people who enjoy molasses on their beans."

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. **Bud Delaney, Proprietor.**

Been trying out an electric typewriter—actually a “loaner”—and you can have it. Maybe if the letters weren't all worn off we'd like it better, but we're hunt-and-peck typist, not the touch type, so there's a great disadvantage. Hope that portable gets back by Saturday!

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

So Senator Knowland isn't going to run for his senate post in 1958. Probably not a bad idea. Now he can run for governor (bet he'll lick the daylights out of Knight (the labor boss' baby doll), and he just might do the same to Nixon when the 1960 presidential race gets started. We might go for Knowland at that. He's a newspaperman, and we'd take them over lawyers anytime. For anything!

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

Of course it'll never come back, but if you're over 40, you undoubtedly remember when milk had cream on it. And you bought the brand which had the most, at the top of the bottle. But this skim milk stuff we now get doesn't compare. Sure, it's probably got the required amount of butterfat, but it just isn't the same. Now they throw all their milk into big tanks, blend and sift and add and subtract till they get the exact amount of legally required butterfat, and it comes out a rather poor excuse for milk. If you want milk that's really creamy, you buy “natural” milk (where can you get it?), half and half, or go without.

If you're somewhat older than 40, you might remember when you'd go out to the driver's wagon with a two-quart pail, and the man would ladle out your milk and take your 5 cents. Maybe not as sanitary as nowadays, but what the heck! We're still here, aren't we?

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes. **MENDEL'S CAFE**, Boyes Plaza. Splendid menu. Recently added: Spanish foods. Cocktail bar for the most discriminating.

Some of the Lions were kidding us the other night that we swipe quite a bit of our stuff from the Lions magazine. It's true. And we've just lost another good source of the lighter type of stuff we like so well. Town Journal is folding up. Got 2 million subscribers, but it's been finding it tough to compete for advertising, though it looked as if they were doing all right.

Speaking of the Lions magazine: In this month's issue Kathleen Norris, the famed writer, has a long article dealing with Enchanted

Hills, the summer camp for blind children located just over the mountains to the east, in Napa valley. Kathleen did a wonderful job of writing about the camp, which the Lions of northern California have been promoting. Local Lions have had a major part in getting the camp off to a flying start. Art Stewart of Boyes is one of the directors.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, and better than most.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Friend of ours went down to Las Vegas for Christmas, flying from San Francisco. Trip took 1 hour 54 minutes. Returning, they left Vegas at about 5:30, arrived in San Francisco, and were looking at television in their Hot Springs home Christmas night at 8 o'clock. They really got the red carpet treatment in the gambling capital of the nation.

THE CHICKEN HOUSE, Hiway 12, Boyes. Our chicken is delicious. Same goes for home-made pies, and coffee. Make us prove it!

We have competition in our puzzle department. Dropped into Ed Reedy's office (he's our local tax consultant) and found him puzzling over the income tax problems of the citizens of this area. His reference library indicates he comes up with the correct answers. He's in the Greengrass building next door to the Valley Review.

POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

At the regular monthly business meeting of the Sonoma Valley Improvement club Tuesday evening, the highlight came after business had been attended to. Mr. and Mrs. Edgar Perkins, bellwethers of the club for many years, were strikingly reminded of their 50th wedding anniversary of New Year's day, when they were presented with a handsome floor lamp, and a ribbon bouquet among whose blossoms were attached a number of crisp dollar bills, a gift from the club members. Miss Alpha Johnson was in large part responsible for the evening's success. She made the bouquet, supervised the delicious luncheon which was immensely enjoyed by the honorees and club members.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Hear about the careless hunter who climbed through a fence with his gun cocked? An Illinois paper reports he is survived by his wife, three children and a pheasant.

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

B & L LAUNDROMAT, Feters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

Hate to say it, but we've been just about frozen to pieces for the last three weeks. Back in the midwest people wear havier clothing during cold wather—topcoats, furs, long underwear—but not here, apparently. But, given a few rains, and a few weeks' time, maybe things will get back to normal and we'll be able to warm up a little.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

OUR RESORT, El Verano. Harvey and Melina your hosts. Home of the Stein Club. Draft beer. Mixed drinks to your liking.

On our recently improved roadway from the theater on Boyes boulevard to Arnold drive, there are three or four manholes. They're about two inches below the road surface. If a few drivers break a spring or two or have a major accident because of these (which because of the blacktop are not easily seen), the county might have a few good-sized lawsuits on its hands.

YELL'S ACRES NURSERY, Glen Ellen. Good time of year to select our prize winning Dahlia tubers, and other of our specialties.

MIKE & ROSE'S BOYES SPRINGS STORE. For the finest steaks and your everyday meats, you'll never find a better market.

Lions club at its Tuesday meeting at the Town House, Glen Ellen, decided to contribute a complete set of standard surgical instruments for an operating room at the new Sonoma Valley hospital, soon to be opened. It's a sizeable gift, in the \$1000 class.

A little fund-raising plan was started. Some 21 Lions clubs in the area each year sell tickets on a Cadillac car and a raft of other prizes. The tickets, \$1 each, may be obtained from any Lion. Half of the sales price remains with the local club, so buyers have a wonderful chance to win a real prize, also help the hospital and the local club.

FIELDS' AUTO REPAIRS, next to Texaco, Feters Springs. Repairing all makes. Work guaranteed. Charges always low.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Another thing that is hard to understand is how Father managed to rear a family, convert a swamp into productive land, and live to a ripe old age without having any Father's day.

WALTER GRUNERT AUTO UPHOLSTERY, Feters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. \$1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

Got some unexpected support to our own belief that we wouldn't give another nickel for foreign economic aid, from the commander of the American Legion, W. C. Daniel. He and his Legion are also against it. The war's been over 11 years, we've already donated some \$52 billion dollars attempting to buy friendship — and what have we got for it?

BROADWAY CAFE, Sonoma. Known for wonderful drinkables, wide selection on off-sale, a friendly, congenial atmosphere.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

We've been grabbing so many dollar bills during the college football season from Lions club members that one fellow got up the other night and had the effrontery to ask us whether we'd gotten our \$50 federal gambling license.

BANCROFT NURSERY, Sonoma. Time for planning your outdoor display for spring and summer. Shop here for bulbs, plants, shrubs.

PAUL'S RESORT, Verano. Favorite for banquets, group and family dinners. Splendid menu. Cocktail bar. Paul at the organ.

YOU KNOW WHAT IS IT A GEESE?

Outdoor California, published by the California department of fish and game, reprinted an essay by a youthful naturalist on "This Is What a Geese Is," as follows:

"Geese is a low, heavy set bird which is mostly meat and feathers. His head sits on one side and he sits on the other. Geese can't sing much on account of dampness of the moisture.

"He ain't got no between-the-toes and he's got a little balloon in his stummick to keep from sinking.

"Some geese when they get big has curls on their tails and is called ganders. Ganders don't haff to sit and hatch but just eat and go swimming.

"If I were a goose, I'd rather be a gander."

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Your guests will appreciate your bring 'em here.

From where we sit, it appears the heads of the Pacific Coast Conference are a bunch of nincompoops. Maybe the group should disband, or start all over again from scratch. What you think?

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. Friendly service and companionship. Finest in mixed drinks.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Renewing automobile registrations for the current year is now under way throughout California. The state motor vehicle department is making it easier for car owners to comply with the law by establishing temporary registration stations all over California.

The majority of owners have already received their license applications and the registration period, as in the past, covers the period between January 2 and midnight February 4. Penalty fees will be added on renewal applications made after the latter date.

The metal tab formerly used to indicate the current year registration is being replaced for 1957 by a red, reflectorized sticker that is to be applied to the rear plate. Only one sticker is supplied and car owners are warned not to remove the front license plate. Instructions on how to apply the sticker are on the back of it.

ROZARIO'S PALMS INN, Verano. A comfortable, up-to-the-minute hotel, for the discriminating. Splendid dining room, and bar.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Creation of a Jack London state park.

Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

BOYES SPRINGS FOOD CENTER. Fine Foods always, at lowest prices. A One-Stop Market. Take-out license. Beverages.

EL DORADO HOTEL, Sonoma, serves wonderful Spanish and American style dinners. Old West atmosphere. Cocktail bar.